

LET THE SPIRIT MAKE YOU MOVE

Technological Restructuring and the Subculture

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First of all, I'd like to welcome you all here this evening and also thank Tim and the rest of the organizing committee for inviting me to speak to you.

In point of fact, today's electronic art student will become, tomorrow, one of the most important figures on planet Earth. For in the hands of the young media people of today rests that which will determine how the world will communicate during the next century.

And the nature and content of that communication will serve to determine the course of human civilization for hundreds of years to come.

In tomorrow's world, however, those who remain attached to the trendy formulas of mindless software manufacturers, TV producers or advertising executives will soon find themselves isolated, frustrated and increasingly alienated. Tomorrow's enormous demands require a revolutionary new approach to media, far from the childish game mentality which abounds today.

As always, for the artist, it's not what just looks or sounds nice. It's what it says, how it affects us, how it is communicated. And the more one understands the reality of ones environment, the better chance one has to successfully communicate.

As I've written a number of times before, I believe everything in today's reality must be defined in technological terms.

At the moment, global civilization is facing its greatest environmental challenge since the comet which destroyed the dinosaurs. This change has nothing to do with pollution, over population, destruction of the rainforest or the likes. Although all these areas as well as everything else on the planet are being affected by this same basic phenomenon.

In the transition from the industrial age to the electronic age, we find the most profound changes occurring in our own human relation to the forces of power which have traditionally directed our lives.

Less and less are we able to predict the direction of our personal lives as well as our national or global identities or intentions. Our faith in our traditional leaders is constantly diminishing as their visions for the future become less relevant or realistic to us all.

Slowly we are all being left alone with a gigantic question mark hanging over each of our heads. Most of us just ignore all this, waiting for someone else to solve the problem. And yet, we all feel a growing sense of pressure, fear and insecurity. The future is clouding up with the darkness of terrible predictions and consequences with no solutions in sight, nor individuals capable of explaining anything to us at all.

Ironically, this feeling has as much to do with our own intellectual growth, awareness and capacity as it does with the diminishing abilities of our traditional leadership.

And therein lies the problem for today and the solutions for tomorrow. For the problem I speak of is that of emerging new and revolutionary forms of technological structure. Actually, it is even more significant than that. For these are in fact evolutionary structures that will change not only human civilization but human beings themselves.....ourselves.

Now, when I say the greatest problem facing the planet at the moment is technological restructuring, what do I mean by this? In simple terms, it means that due to this latest stage of technological development, all the traditional rules regarding how our civilizations have historically created and governed our societies are being totally transformed, and in ways over which none of us have any control.

First and foremost it has to do with the rebalancing of the entire global society via the redistribution of power. What is occurring all across the planet today is a universal process wherein power is being transferred from the individual and the individual institution to the collective whole.

Technological restructuring is a process wherein ever-increasing percentages of the population are being conditioned to live with no central power structure. Simultaneously, it creates the conditions for the development of individual responsibility. A collective global network of responsible individuals will then have the enormous capacity needed to solve tomorrow's problems.

No one person or group of persons or country is responsible for this. This is a non-human universal law, a technological phenomenon which is forever changing human society and its relationship to the universe.

This is not Big Brother. This is much bigger than Big Brother.

Until the first part of this century, for the past 10,000, 100,000 or million years, depending on how one wants to look at it, nothing much changed regarding how civilization dealt with power. Power remained in the hands of the few who manipulated this power to dominate the mass.

However, this domination always remained regional. Which is to say, within the vision and control of individual rulers. Though there were those who wished to dominate the entire world, no one ever had the ability or means to do so.

Which is also to say that the world as a whole was always pre-eminent to any and all of the parts within it.

Although power was enforced by military strength in one form or another, the real power was in the control of information; knowledge of ones own capability and the capability of those who would threaten that power.

Everything changed with the splitting of the atom. Most prominent of all these changes was the just mentioned relationship between the planet and those elements within its makeup.

For the first time in history, human civilization had discovered the vision and the capacity to deal with the whole; now not only the whole planet but the micro and macro universe as well.

Until that point, traditional power had expanded within the scope and ability of its own individual desires, all this culminating in the industrial revolution. Those in power decided on the size of the territory or market which they wished to exploit. And they decided when and how much to expand.

If you were in the car business and you had a chance to sell 60,000 automobiles to make such and such a profit, you did it. You produced your 60,000 autos and made the profit. $1+1=2$. It was an arithmetic formula. Production=Demand. Everything was under control, pre-determined and predictable.

Electronics changed all that. Arithmetics suddenly, like a cancer, turned to multiplicity, immediately creating an ever-expanding network of intercommunications and interdependencies, constantly more complicated and demanding and totally out of control; a never-ending process that would continue this multiplying madness forever.

This process actually develops in identical fashion to the laws surrounding the splitting of the atom.

All this has quickly made it impossible for any one single source to predict, manipulate and, thus, control anything that had before been controllable.

This was the beginning of technological restructuring. After all the centuries, human civilization was thrown into a brand new equation involving the laws of atomic structure on the one hand, Mother Earth and the universe on the other. And never again would we be the emperors of our planet.

Suddenly, as if from out of nowhere, there has appeared this huge technological express train roaring everywhere and throughout everything. And the scope and ability of individual planning has rapidly and increasingly become more and more difficult to bear under the weight of this multiplying megalith of a phenomenon.

It was not the discovery of atomic laws, but the misreading and misuse of them which started things down their present path.

The planet is indeed sick as all the environmental studies show. And civilization has proven itself to be totally misdirected in its priorities. So, if civilization cannot come up with the correct solutions, the system tries to rebalance itself.

And it will only succeed if the collective human mindset is working together - rebalancing itself, as it were, for the sake of the entire planet.

If individual power manipulation has only caused mass devastation and division, then collective awareness and interactivity become the last hope. And if we as a civilization cannot create those conditions ourselves, then universal laws will come into play in the attempt to achieve this.

What I am speaking about at the moment are the universal laws of systems. Once civilization joined with the atom and the planets, it became part of a greater system involving laws which had never been considered before.

Now if you have something wrong with your stomach, this means that your digestive system has gone out of balance. Any living, creative

system (as opposed to a dying, destructive system. In terms of astrophysics: an expanding system as opposed to a contracting system) will naturally use its inbred capabilities to rebalance itself in the event of problems.

Thus, your stomach starts to produce any number of gastric juices or anti-toxins or whatever to re-fix this balance and will continue in this attempt until it finally finds itself back in balance.

In the present case, due to our own inabilities to control our planetary environment, technological restructuring laws have been set into motion in an attempt to regulate the problem. Like it or not, this new truth for our times is perhaps the most difficult for egocentric human civilization to accept. For it means that we are no longer in total control of our future destinies.

The new state of affairs involves the destruction of centralized power and contradicts every practise our societies have ever created. People have always depended on central power to determine their actions (father, mother, teacher, boss, religious leader, president or dictator).

Power has always attempted to provide predictability and security (if not happiness) for those it dominates. Technological restructuring radically alters the perspectives of these positions.

Power traditionally flowed from a central inner circle, then spread itself outward to exploit the mass. In today's reality, however, the greatest pressures are being generated by the collective demands of global society and then channeled inwards to government or business technocrats who try to reorganize the situation to best serve the collective mass.

Global leaders nowadays are much more managers of existing realities than they are formulators of new policies. Primarily because major policies nowadays are of a wider global scope than any one individual can handle.

Thus, though it's hard to believe, global leadership is now in the process of transforming itself from dictators and determiners to servants of the people. The incredible rise of the popularity polls is a reflection of this new reality.

However positive this situation may sound, at the same time its implication is the most profound of all. For all this means that the individual in today's reality must now assume a far greater degree of self-responsibility, since dependence upon historical leadership is in the process of breaking apart.

Thus, a second law of technological restructuring: Interdependence is the great liberator, the great equalizer. This is not an idealistic dream. This is today's reality. What this means is that nobody is going to be giving us anything anymore. We either win or lose this whole thing together.

Among the many new paradoxes appearing from within this new technological interrelationship is this one: At the same time, the electronic revolution places the individual at the source of complete power while eliminating the individual as a source to dominate the whole.

Industrial revolutionary mentality, which depends on mass exploitation, has suddenly been transcended by a system which creates complete chaos when individual power tries to manipulate this ever more complexly interdependent new reality for their own self-serving needs.

Thus, when George Bush spoke of a new world order, he was thinking that now that this new system has laid out total global access, American domination would then lead the rest of the world into the 21st century following America's self-serving interests.

What America has been finding out ever since then is that the same forces which diminished everyone else's capacity for manipulating domination are also and equally eroding America's capability to dominate as well.

A similar example can be seen in today's relationship between business and the internet. Contemporary business is becoming more and more frustrated by the internet. Again, with sudden access to an enormous market, they are yet continuously mystified by their own inability to manipulate this market for narrow, self-serving needs.

As a result they are losing money, time and patience and becoming more and more cynical about the general public. They always blame the public for their failures. Now they're saying the public is too stupid to deal with digital realities. And they feel this way because they haven't been

able to figure out a short-term policy to make some quick money by manipulating the mass via the internet.

Technological restructuring law #3: Industrial age mentality cannot control electronic age reality.

On the other hand, educators are thrilled with the internet as are the telephone chain of businesses. In the electronic age, those who serve the mass will reap the rewards. Global educational interconnections are providing for the most educated future generation ever and, as well, are providing incentives and opportunities for a vast new range of businesses with enormous profit making potential.

And all the while they are serving the global need for bridging the traditional social and ethnic differences which have been the basis for historical conflict.

The formula for future success is simple: service, not exploitation.

This same new structure holds for every element of every global infrastructure. That being the case, how then is technological restructuring changing the traditional laws of art?

Well, for one thing, the days of Michaelangelo and Picasso are over. All those who involve themselves in the electronic arts must realize they will never achieve anything resembling historical significance. Remember, the days of self-serving interests are over. In historic terms, no one will ever again be artistically famous or significant.

Now how can a law of restructuring be capable of achieving this?

We must now look to the changing infrastructure of art in the age of electronics. As far as we have come, we are all in the dinosaur stage of electronic development. Ten years from now, all our present artistic hardware and software will seem embarrassingly old-fashioned. 100 years from now, our present work will seem 1,000 times less significant and more curious than the zoatropes and nickleodeans that were the revolutionary rage at the dawn of our century.

Take the Wright Brothers first airplane in 1903 and compare that to the Hubble space telescope and multiply that by 1,000 and you can see how insignificant anything we can do today will be 100 years from now. And this is a never-ending process. What will be created 50 years from now will be that much more insignificant 150 years from now.

Technological restructuring law #4: We have entered a never-ending cycle wherein traditional individualism is being rendered meaningless.

Individually, this can be a very humbling experience. But at the same time it can be extraordinarily liberating: individual or institutional central power liberated for the good of the whole.

One of the most hallowed of artistic tenets is: "I create for myself, not for the whims of the public."

Question: In one simple, secure and gentle word, how can we render this most traditional of concepts completely meaningless for the 21st C.?

The answer: Interactivity.

Technological re-structuring does nothing to lessen the power of the individual. Rather, its entire purpose is to create an environment to strengthen the individual via the continuous interaction with other individuals.

It does, however, eliminate the need for competition. Which has always led to a power-based hierarchy, leading to conflict and domination. What we are speaking about is equalling the importance of the collective whole.

Since historical power dominance has never encouraged or developed individual self-responsibility, technological restructuring changes basic human patterns of conditioning so that this may occur.

Future historically significant work in art will not involve individual works of art but, rather, global networking projects in which art and industry, working together, will discover new structures expanding the existing possibilities for the development of collective awareness.

So how and why do we pursue art in the 21st century? In exactly the same way and for the same fundamental reasons artists have always been inspired to create. Because of the excitement of discovery and the excitement of communicating. Creating an inner energy that is nothing less than inspiring. And sharing that precious inner drive and spirit which defines our human uniqueness.

It's been said that the only thing humankind has ever contributed to the universe is art. All we have discovered in science is already there to be discovered. Art is civilization's only true heritage.

What we are making paramount here is the creative process - as artists and as individuals living on our planet. Art and life as a process, not a result; an infinite and continuous process to be experienced and shared as opposed to a finite result to be analyzed and marketed.

When Lou Reed sings "there is no time", what he is saying is that we don't have the time to stand back and talk about what we have already done because by then what is happening at the moment will already have passed us by.

The hippies said "go with the flow". The electronics revolution creates a great and growing global and universal energy sweeping us all in its path. Those who fight it and fear it because they are not in control of it (when we have never been successful at controlling anything) will only cause those individuals to be swept aside as a result of the natural selection process.

To accept this never-ending state and ride the energy, feeding it with all the extraordinary dynamics overflowing within the human global network is the only way to successfully navigate the 21st century.

If "I" and "me" have been the egoistic watchwords for the past 100 centuries, than "we" and "us" are the new kids on the block for the next.

Technological restructuring law #4: Within industrial mentality, items and ideas were fixed. Electronic mentality is a fluid process whose success depends on our ability to adapt to fluidity.

Or to quote a tribal mother from Zaire: "We need each other all over the world".

I will now concentrate on technological subcultures and the changing face of communication.

Since the process of restructuring industrial society began (about 50 years ago) five beginning stages of the eventual electronic society have arisen and greatly affected the general public. These first five stages - or subcultures - are the beat generation, the hippies, the punks, house culture, and the internet culture.

Each of these has then passed on its own particular legacy to the following subculture, broadening the scope and influence of the overall dynamic.

But it must be emphasized that each of these subcultures is simply one next stage of the same identical process, the conclusion of which will result in the electronic society of tomorrow wherein all industrial practises and philosophies will have disappeared.

Put another way, they are all the same culture simply at different stages of development.

What distinguishes these subcultures from earlier industrial models revolves around two revolutionary characteristics. The first of these is that they contain no central structure, no central hierarchy or governing organization determining the direction of the group. Rather, they always remain a fluid mass, continually feeding and being fed by the collective whole.

The second characteristic is that their primary form of communication is pure energy, an energy felt by the entire group. To quote Robert Kahn, one of the co-creators of the internet, this energy forms a "meta level architecture that glues the whole thing together" allowing for "open architecture networking". And it is the sharing of this intimate energy which gives rise to the practises of the group as a whole.

Between 1945-1955, Europe and Asia channeled their energies rebuilding their wartorn societies. For America, it was a different story. The day the war ended, the war ended. The next day it was time to look forward to the future.

Within two years, however, Stalin's red menace had suddenly stretched its growing dark shadows over every American's consciousness and within five years, America was back in war, in Korea.

And with that, the American mindset began to return to the same old conditions and conditioning that had preceded the recent European wars: that being tight central control, incorporating fear and the expansion of the industrial/military complex.

However, from within this environment, there arose a new child, whose emergence would have a profound affect on history.

A bit of subcultural pre-history first. We'll call it "The Stranger".

The existentialist Albert Camus wrote, when confronting the loneliness of the human position in the universe, "we must take the responsibility of loving as best we can." Horrified by the ability and power of the bureaucracy to control human behavior, the existentialists attempted to create new human values based upon "honesty with oneself".

The present story all begins with a small anarchistic band of middle class rebels. A young, intellectual scattering of individuals centered initially in San Francisco and New York. They soon became identified as the Beat Generation ("beat" as in "beaten" - lost, wasted, all washed up). And they were negatively referred to as "beatniks" by the government, the police and general society.

The beats were portrayed as a dirty bunch of society dropouts who didn't want to go out and get a job, and who were only concerned with sex and drugs.

In actual fact, they were dropouts from society. But their motivation came from a new and very different source. Although they nor the general society ever quite understood what was happening.

The beats felt something, though they didn't know what it was. It was just a feeling - an inner energy that told them there was "something else". They didn't know what it was or where it was. They only knew it wasn't where they were. But they all knew that somewhere, somehow there was another way.

And like the Pied Piper's children, they went "out there" to find it. Now, for the middle class intelligencia in the late 40's and early 50's, America was still basically an east coast, a west coast and a gigantic unknown middle.

Something began pulling the beats out of the rapid reconstruction of the old rigid social structures. Some inner energy told them they could find

what they were looking for "on the road" (the book "On the Road" by Jack Kerouac became the bible of the beats). So these traditional city dwellers stuck out their thumbs and started hitchhiking across America and into the unknown....

They took to the open, lonely road to nowhere and everywhere to find their freedom, an irresistible spiritualism pulling them further and further from the return to post-war "normal". Much later in "Me and Bobby McGee", Kris Kristofferson would sing: "Freedom's just another word for nothing left to lose."

Jack Kerouac:..."trouble or even...starving sidewalks or sickbeds - what did it matter? I...wanted to take off. Somewhere along the line...I knew the pearl would be handed to me....."

"In the month of July 1947, having saved about fifty dollars...I was ready to go...I wasn't scared. I was just somebody else, some stranger, and my whole life (had been) a haunted life....."

And that in itself was the answer. It was time to move. All the thrills of new experiences every day. They liberated themselves from the latest industrial attempts to inhibit them and recondition them. Instead they chose the freedom that all of life had to offer.

Again Kerouac: "I could now hear a new call and see new horizons, and believe it."

A special energy had escaped from the hands of the industrialists. Seeds that would now spread and take root across America's heartland. It was a spiritual energy that was passed on to others whom they met travelling back and forth across America. Deep rooted bonds were established, whether black or white, male or female, rich or poor. Background mattered little.

And they expressed these new feelings of togetherness and harmony most of all in poetry. Experiencing everything for the sake of experience. The music they listened to was jazz and blues. Music from the city streets and the open highways. The music they sang was folk music. They sung about common people, of their problems and emotions. Of those oppressed by the arrogance of power.

The greatest high was the collective energy felt. Sharing this experience together. Sharing the struggle together. And everyone knew and believed in this feeling. That this energy was the right energy.

Meanwhile, back in the industrial world, The New York Times described the beats as "A disjointed segment of society acting out of its own neurotic necessity."

After travelling for a number of years, the beats began growing families and finding new spaces in which to settle and, thus, colonies and local cultures began springing up in tiny pockets within America's cities and throughout her countrysides.

In the midst of this transition, a whole new technological phenomenon occurred whose sudden and intense energy now exploded the beat phase of technological restructuring to the next level of subcultural development.

In 1953, Rock 'n Roll was born. RnR was not only technologically significant because it depended on electronic musical instruments and sounds, but also because it was characterized by the extent of its network of influences, which could have only happened in an age of rapidly growing mass communication.

The music incorporated Rhythm and Blues from black city ghettos; jazz clubbing, country blues and gospel from the southern cotton fields to the back streets of poor neighborhoods all across the American south. It brought in Rockabilly from the Ozark Mountains - white hills music and culture from Kentucky and Tennessee, Arkansas and Missouri; Country music from Oklahoma, Texas and beyond. And all this was topped off by the music of the California surfers.

It was a totally fluid network of musical styles. Personalities and identities were constantly interacting with each other, creating an infinite variation of experience. And yet, everything in the end was finally focused down to the creation of one thing: energy.

Bob Dylan: "The truth was too profound and too pure; to live it, you have to explode."

This energy was the identification of RnR culture. And was believed in by the rockers in the same way the beats had believed in their collective energy. And this belief again brought together black and white cultures, city and country cultures, rich and poor cultures in a way and on a scale that no governmental structure in history had ever done before.

And when this culture spread across the Atlantic ocean, it created the largest and most internationally diverse and united culture since Christianity. And, thus, the hippies were born.

And all this happened without any central power or governing structure.

Again, Dylan: "I don't break the rules, because I don't see any rules to break".

Among the greatest legacies of RnR is the fact that it formulated the universal subcultural language. Based on music, not only could this new voice transcend international language barriers, but it would also be used by future subcultures despite their own rapid and radical technological transformations.

The language of RnR was energy. The units of this language were the individual beats. And the aim of RnR was directed at the spirit. A spirit which stated "we are all a part of something new".

General society could only look at the hippies as a dirty bunch of social dropouts who never worked and only cared out sex and drugs (and now) RnR.

And in one real sense they were right this time. For if one defines sex as trying to work out personal relationships with those around you; and drugs as the search for individual self-awareness; and RnR as the sharing of ones creative beliefs with ones community, then I don't mind such a description at all.

The industrialists, by the way, just called this the new market which they had created as a spinoff from their recording industry.

The hippies differed from the beats in one very important aspect. Establishing their own value systems and communities centered around peace and love, they were convinced it was their mission, their responsibility, their destiny to completely change the entire mass manipulating industrial system.

So they took to the streets for their historic confrontation with the established power structure. The final, climactic battle was the struggle for control of the Vietnam war policies. The immense fight lasted until the election of Richard Nixon - a champion of the Republican Party industrialists.

As soon as the Republicans assumed power, they set about destroying those elements which had blocked the war effort causing them to lose all the military and financial opportunities that had been theirs for the taking in Southeast Asia. The Republicans saw the hippies as a fringe movement whose social lifeline depended on the middle class.

By the summer of Woodstock, in 1969, Bobby Kennedy and Dr. Martin Luther King had already been assassinated and Republican industrial policies had started steamrolling a new right wing technological agenda that would eventually not only destroy the hippies, but the influence of the entire global middle class as well.

So now Vietnam raged on and millions were forced to fight. The peace movement was slowly abandoned and the middle class active opposition disappeared into the shadows. By the time Nixon signed the peace in 1973, America's idealistic ego was shattered. Nixon and Vietnam killed the hippies, killed the love movement, killed the Dream and the Message and ripped the heart out of America. The hippies as a viable culture were history.

Divide and conquer. It is one of the oldest laws of military strategy and that is precisely what the industrialists now did to the hated middle class, in order to eliminate the possibility of any future uprisings.

Like greedy fishermen dangling tempting worms above starving fish, the industrialists now carefully restructured their own financial policies in order to divide the middle class in half. Passing new laws, for the first time they opened up easily controllable sectors of their elite business community to the youngest and brightest, most educated and creative of their beaten and disillusioned middle class opponents.

These now quite cynical ex-activists jumped at this unexpected chance for financial success and power. And so a new sub-class of the industrial community was formed, termed the "business class".

Many of these individuals, because of their recent intimate knowledge of the subculture, were now placed in very modern-styled junior executive positions in the recording and mass communications industries to formulate new policies of control over future and potentially dangerous youth movements.

Throughout the remainder of the 70's, 80's and 90's, this control of youth culture would remain a top priority for the business class. Their strategy was simple: Commercialize any subversive trends in youth

culture. Make everything seem like a wonderful game. Keep everything one-dimensional and rapid. Don't leave any time for thought or in-depth analysis.

It was the safest, most publicly popular and most profitable way to go. And reaching a target audience of 8-20 year olds was also the easiest way to condition all future generations. The lower half of the middle class, by the way, was ignored. They were left on their own to figure out their own problems.

In Europe, Margaret Thatcher warmly embraced the new economic realities. Economically, however, England was much worse off than America, so the lower middle class was hit much harder and faster than their American counterparts.

When Hippie culture collapsed, the message in music collapsed along with it. All the ideology which had filled a generation of song writers had been turned to a vacuum after the Vietnam disaster. What followed in music was the original period of "heavy metal".

Message music suddenly turned to instrumental music wherein long guitar solos featuring artists such as Eric Clapton were appreciated for their 30-45 minute bursts of virtuosity. It was a wonderful time to be a lead guitarist.

No one sang of ideals anymore. Love and peace became unacceptable concepts. Instead anger was building in the streets. By 1978, tightening industrial economic policies in England had created a time bomb now about to explode the subculture to its next plateau.

Then suddenly, a new younger generation burst onto the scene screaming. The punks immediately rechanged the function of music. The message was back. The music was all message now. Short and to the point. Three minutes. You said what you had to say so that everyone could understand you. And what they said had nothing to do with hippie ideology.

What they said was "Goddamn it! We need jobs and houses. We need food. We need money! And they took to the streets. For one last time, the subculture attempted to change society.

There are many reasons for the collapse and destruction of punk culture. But first among them resulted from the industrialists breakup of the middle class. Aside from the fact that the punks never received any of

the middle class support given to the hippies, another much more significant occurrence now took place.

For the industrialists had finally figured out the victorious strategy to use against subcultures. The business class ex-liberals now had their chance to show their industrial masters what they had learned.

The punks were commercialized to death. Sid Vicious said that punk only lasted one year before it was raped and killed by Hollywood. Instead of using the police or the politicians, the industrialists used their bright, new young advertising executives to bury the punks with commercial clones.

These ex-hippie executives now started putting orange and green hair on everyone, using the always decadent and morally corrupt fashion industry as a tool to discredit the punks. Safety pins through the earlobes became the sophisticated and dangerous sign of chic at the top discos.

The entire punk image was repackaged by the recording industry. A new form of music had hit the streets. Soon all the major labels had hip punk bands and within 24 months after the Pistols had broken the punk barrier, the European market was flooded with a new, imported Americanized punk - from hardcore punk to punk pop.

This totally freaked out punk culture, which saw its image and identity completely prostituted in front of their eyes. Not long thereafter, it lost any meaningful influence.

The industrialists were thrilled! They had truly learned the new techniques of technological control. By the mid 80's a first class, hip young business class elite had been created hiding behind and controlling all the necessary hardware.

Industrial civilization doesn't give up easily.

The new alliance brought together hardware and software manufacturers, the recording industry, the advertising industry and the mass communications industry. Bill Gates now lunches with Paramount executives. Ted Turner merges with Warner Brothers. It was all very cozy and very convenient. And it brings in billions of dollars.

Finally, this unholy family created and will forever be epitomized by the greatest and most dangerous market conditioning scheme ever developed in the history of mass communications - MTV.

Incorporating all the lessons learned during their counter-revolutionary commercialization campaign against the punks, MTV was now formed to give a sanitized yuppie view of street reality. Reaching a target aged group of 9-15 year olds, it would completely turn their major contemporary cultural influences into a formula totally indistinguishable from the world of advertising.

Put a jeans label on a video clip and it's an advertisement. Take it off and it's a video clip. There was no distinction made whatsoever between a creative work of art or an advertisement.

The industrialists had won the battle of the streets.

However, Technological Restructuring law #5: Every minute that passes, industrialism passes, never able to adapt to the ever-changing technological adaptations.

In the present case: as soon as the street was lost, the most profound technological phenomenon since RnR now appeared before the subculture - cyberspace which, for the recently victorious industrial manipulators would soon become an uncontrollable nightmare.

After 35 years of technological restructuring, of electronic advances and subcultural development, a new stage was now being set to include vast elements of general society into this system of no central authority, power or control. From this point on, day by day, the industrialists would feel more insecure about the future, while the technological generation freer and more optimistic.

In the mid 80's two complementary cultures were born that would develop separately for a decade before finally merging. The first of these, house culture, thrust subcultural development to its next level. This period would serve to reawaken positive energies and strengthen the individual spirit.

House music began as a slow, pulsating rhythm. Similar to a heart beat. It created a trancelike state wherein the solo individual experience on the dance floor was the primary consideration. It was a ritualistic ceremony wherein each individual spirit was coming to very intimate

personal terms with the energies of the latest technological environment.

After a while, as the subculture became confident with this new inspiration, the rhythm picked up and Acid House was born. House family music. "My house is your house and your house is mine." The same secure, collective energy felt by the beats, the hippies and the punks. But now plugged into tomorrow.

House music began to produce a long list of technological society firsts: It was the first totally technological form of popular music; although created in America, it also quickly became the first global form of popular music with an ever-expanding international network of musical and cultural influences.

And as the subculture grew and diversified it now created a revolutionary relationship between music, energy, society and the individual. Like a single cell suddenly gone wild, the music began a never ending stream of cell divisions. A multiplying network of substyles.

Rock music was rock. Punk was punk. But with house came a flood of subforms of expression. The ravers say the music is constantly reinventing itself. The list is enormous. From house to acid house to industrial house to soul house, trance, ambient, progressive, techno, ambient techno, hardhouse, underground, mellow, club house, hard trance, goa, psychedelic trance, happy hardcore, gabber, breakbeat, hip house, and some recent ones: hyper modern jazz and (I love this one) moog shit. The list goes on and on. I certainly don't have time here to list them all.

The fundamental reason for this is quite profound. Because what it represents is a society beginning to significantly define itself with new forms of energy. A continuous refinement of a developing communication based upon personally experienced interaction.

As each new cultural difference appears, a new form of musical energy representing that change appears. Each represents a celebration of new personal relationships. It becomes a dialogue of energies fully understood and accepted by a culture who, for more than ten years now has been refining a communication based upon energy.

This is a totally new concept in human social behavior. And throughout and because of this all, there remains the security of the one house family identification open to all.

This state directly relates to another profound innovation connected with house culture, regarding technological restructuring. After the losses in the street, the subculture would not waste its time anymore trying to change general society. On the contrary, focusing on expanding their own global foundations, they would now spend their energies constructively, building their own society, open and willing for anyone to participate.

As is also the case with the internet culture. Though created in 1973, long before the birth of house, its significant public influence did not arrive until the 90's.

Given all the above, we can see that at no time in history have so many people been able to do so many things with no central power telling them what or how to do it. Traditional industrial power manipulators always attempted to channel collective energies into one narrow direction serving the industrialist need to gain individual profit.

The industrialists always believed that allowing the people to decide their own fates would lead to chaos. They have always maintained that the people cannot be trusted. But that was, of course, because they knew under such conditions they would lose their power.

In today's reality, the people have to be trusted because the fate of our entire planet needs a global understanding of the problems coming in the near future, as well as new global visions and methods of solving these problems.

Slowly, over these past 50 years the people have developed new ways of establishing the self-confidence they need and the collective possibilities of communicating and attacking these needs. Business is now being transformed to serve these global goals.

The major obstacle at this point is still the outmoded and dying breed of industrialists who are still concerned with their own power and need to control the mass for their own narrow interests.

The technological society needs business as much as business needs the technological society. Business must just accept a new roll, supporting community initiatives instead of manipulating them.

A new dialogue must be initiated between business, educational institutions and members of local communities, both live and cyber, all across the planet.

The big distinction here is service as opposed to exploitation. The times reflect the reality of this change already. Two years ago a revolutionary turnabout occurred in business. For the first time in history, the service industry started earning more money than industrial manufacturing. The industrial/military complex has been superceded by mass communications and the digital super highway.

Local initiatives have already begun with an ever-increasing number of technological conferences and exhibitions taking place. However, the development of public understanding and confidence in this totally new system must be expanded and that is one of the key roles the electronic artist of today must undertake in a creative and inspiring manner.

As long as artists center on that feeling that holds their culture together now, all of the technology to naturally communicate will become available. The new visions are all out there in front of us. We have just to snatch them and make them real. And more and more, everyone is achieving the means and ability to do this.

We have all come far enough along the road to know on which side of the line we stand. As Bob Dylan once reminded us: "You're either part of the problem or part of the solution." The sooner ego-dominated game playing is stopped and serious attempts initiated to truly develop the fantastic potential now lying in front of us all, the quicker and easier we will be able to handle all the upcoming complexities.

After centuries and centuries of single-minded behavior, the global community has suddenly travelled a spectacular distance in an incredibly short period of time. But there is still a difficult section of the road still to be travelled. Every single one of us now has the responsibility to make sure this energy is continued and developed.

Everything is at stake over the next 50 years. And as I said before it's ours to win or lose.